

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously presented) An interactive services display and response user interface, comprising:

a client connected to receive from an interactive provider server and respond to signals based on real-time interactive content over a one or more communications channel channels received from the interactive provider server;

an interface page for providing information pertinent to said real-time interactive content to said client;

wherein said page can be configured by said client to display said pertinent information according to the preferences of a user of said client stored by said interactive provider server and the real-time interactive content being tailored to the transmission and reception capabilities of said client.

2. (Original) The interface of Claim 1, wherein at least one of said pertinent information is displayed using traffic lights.

3. (Original) The interface of Claim 1, wherein said pertinent information includes the time left in a betting window.

4. (Original) The interface of Claim 1, wherein visual elements of said interface page can be altered to color preference.

5. (Canceled).

6. (Previously presented) The interface recited in Claim 1, wherein said interactive provider server is a betting service.

7-8. (Canceled).

9. (Previously presented) The interface recited in Claim 1, wherein said interactive provider server is a web server on the Internet.

10. (Previously presented) The interface recited in Claim 1, wherein the interactive provider server obtains at least some of said real-time interactive content from at least two different sources.

11. (Previously presented) The interface recited in Claim 6, wherein said client responses comprises bets.

12. (Previously presented) The interface recited in Claim 11, wherein said pertinent information comprises information related to teams upon which the client has made bets.

13. (Previously presented) The interface recited in Claim 6, wherein said client responses comprises answers to various questions answered prior to providing said interactive and personalized services.

14. (Previously presented) A method of providing real-time interactive services through a user interface of a client device, comprising:

- providing a communications channel between a server and client device;
- storing preferences of a user associated with said client device in said server;
- retrieving real-time interactive content from a plurality of sources into said server;
- personalizing said real-time interactive content according to the preferences of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device; and

- transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through said user interface of said client device.

15. (Previously presented) A method as recited in claim 14, wherein said interactive content is retrieved and updated automatically in accordance with a timetable.

16. (Previously presented) A method as recited in claim 14, further comprising organizing the retrieved interactive content into a first level database.

17. (Previously presented) A method as recited in claim 16, wherein a set of second level databases are generated according to the preferences of said user.

18. (Previously presented) A method as recited in claim 17, wherein the method provides interactive services to a plurality of users, the first level database is organized and shared among said plurality of users, and a plurality of individual sets of second level databases are generated, said plurality of individual sets of second level databases corresponding respectively to said plurality of users.

19. (Previously presented) A computer-readable medium having computer-executable instructions for instructing computer program to be executed by a client device to perform steps for a method of providing real-time interactive services through a user interface of the client device, the steps comprising:

providing one or more a communications channel channels between a server and client device;

storing preferences of a user associated with said client device in said server;

retrieving real-time interactive content from a plurality of sources into said server;

personalizing said real-time interactive content according to the preferences of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device; and

transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through said user interface of said client device.

20. (Previously presented) A computer-readable medium computer program as recited in claim 19, wherein said interactive content is retrieved and updated automatically in accordance with a timetable.

21. (Previously presented) A computer-readable medium computer program as recited in claim 19, wherein said interactive content is retrieved and updated automatically in accordance with a timetable.

22. (Previously presented) A computer-readable medium computer program as recited in claim 21, further comprising organizing the retrieved interactive content into a first level database.

23. (Previously presented) A computer-readable medium computer program as recited in claim 22, wherein the method provides interactive services to a plurality of users, the first level database is organized and shared among said plurality of users, and a plurality of individual sets of second level databases are generated, said plurality of individual sets of second level databases corresponding respectively to said plurality of users.

24. (Previously presented) The interface according to claim 1, wherein said interactive content comprises betting information.

25. (Previously presented) The interface according to claim 24, wherein said pertinent information comprises current information regarding prospective wagers.

26. (Previously presented) The interface according to claim 24, wherein said interactive content comprises betting information related to the preferences of said client.

27. (Previously presented) The interface according to claim 26, wherein the interactive content comprises betting information related to a sports team of interest to said client.

28. (Previously presented) The interface according to claim 1, wherein the interface page displays a live video feed and interactive content comprising betting information related to content in the live video feed.

29. (Previously presented) The interface according to claim 28, wherein said pertinent information comprises at least one of current prospective wagers and allowable wagers.

30. (Previously presented) An interactive provider server comprising:
means for providing a one or more communications channel channels between said server and a client device;
means for storing preferences of a user associated with said client device in said server;
means for retrieving real time interactive content from a plurality of sources into said server;
means for personalizing said real-time interactive content according to the preferences of said user and configuring said personalized real-time interactive content to be provided to said user interface of said client device; and
means for transferring said personalized real-time interactive content to said client device to provide real-time interactive services to said user through a user interface of said client device.

31. (Previously presented) A method of providing interactive services through a user interface of a client device comprising:
transmitting an interface page for providing information pertinent to interactive content related to a live broadcast transmission from an interactive provider server to the client device;
receiving the live broadcast transmission and the interface page at said client device;
interacting by said interactive provider server and said client device over a one or more communications channel channels based on the information;
configuring, by said client device, said interface page to display said information according to preferences of a user of said client device;

tailoring the interactive content to the transmission and reception capabilities of said client device; and

storing said preferences by said interactive provider server.

32. (Previously presented) The method as recited in claim 31, further comprising retrieving and updating said interactive content automatically in accordance with a timetable.

33. (Previously presented) The method as recited in claim 32, further comprising organizing the retrieved interactive content into a first level database.

34. (Previously presented) The method as recited in claim 33, further comprising generating a set of second level databases according to the preferences of said user.

35. (Previously presented) A method as recited in claim 34, wherein the method provides interactive services to a plurality of users, the first level database is organized and shared among said plurality of users, and a plurality of individual sets of second level databases are generated, said plurality of individual sets of second level databases corresponding respectively to said plurality of users.

36. (Previously presented) A user interface of a client device for providing interactive services comprising:

an interface page for providing on a display information pertinent to interactive content relating a live broadcast transmission received from the interactive provider server; and

a channel interface operatively connected to a one or more communications channel channels for transferring interaction information between the client device and the interactive provider server;

wherein the interface page is configurable by the client device to display said interaction information according to preferences of a user of said client device stored in said interactive

provider server, said user interface tailoring the interactive content to the transmission and reception capabilities of said client device.

37. (Previously presented) The interface according to claim 36, wherein said interactive content comprises betting information.

38. (Previously presented) The interface according to claim 37, wherein said pertinent information comprises current information regarding prospective wagers.

39. (Previously presented) The interface according to claim 37, wherein said interactive content comprises betting information related to the preferences of said client.

40. (Previously presented) The interface according to claim 39, wherein the interactive content comprises betting information related to a sports team of interest to said client.

41. (Previously presented) The interface according to claim 37, wherein the interface page displays a live video feed and interactive content comprising betting information related to content in the live video feed.

42. (Previously presented) The interface according to claim 41, wherein said pertinent information comprises at least one of current prospective wagers and allowable wagers.

43. (Previously presented) A device for providing interactive services comprising:
an interface component for providing on a display information pertinent to interactive content relating a live broadcast transmission received from an interactive provider server; and
a channel interface operatively connected to one or more communications channels for transferring interaction information between the client device and the interactive provider server,
wherein the interface component is configurable to display said interaction information according to preferences of a user of the device stored in said interactive provider server, the

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interface component tailoring the interactive content to the transmission and reception capabilities of said device.